

Safer Road Users



Education

Vision Zero

safe roads and streets
safe speed
safe behaviour
safe vehicles
post collision response

Safer Road Users
Behaviour Change Team

0 - 11
Years

12 - 24
Years

25 - 50
Years

50
Years +

Primary Education

- Education programme for Primary Schools aged 4-11
- Different lessons for each year group
- Priority list of schools targeted
- JRSO – Junior Road Safety Officer



Secondary Education



Year 7 Road Sense -
Distractions



Year 9 Road Sense –
Good Decisions



Years 12 & 13 - Young
Driver & Passenger

Mature Drivers Course

- Introduced Mature Driver Presentations in 2015
- Groups and organisations - face to face (3 hours)
- Safer driving – age, medical conditions, changes in legislation, roads and vehicles



Campaigns for all road users



- NPCC calendar
- Evaluation and testing

IS THE DRIVE
MAKING YOU
FEEL **UNEASY?**

USE YOUR
VOICE AND
TELL THEM. 

Speak up if you feel unsafe in a car.
Good drivers will listen.

Get home safe.

PHONE OFF. BELT ON. SLOW DOWN. SPEAK OUT.



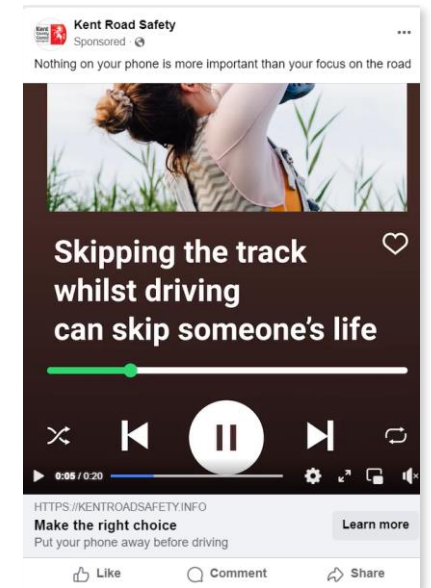
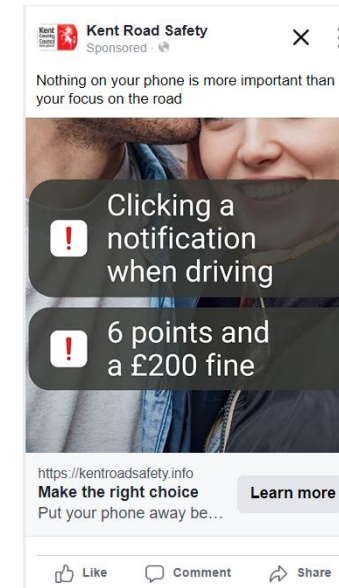
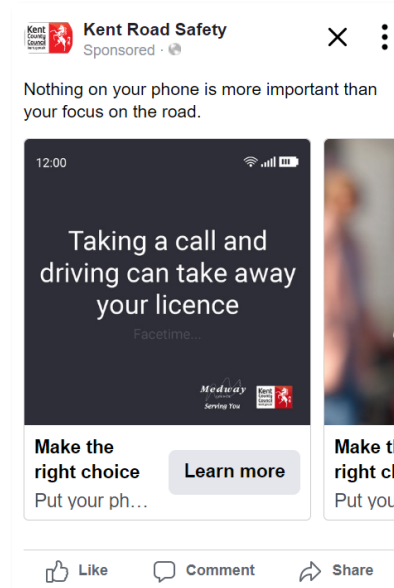
Fatal 4: Speed

- To increase knowledge, attitudes and intended behaviour towards excess and inappropriate speed with a focus on rural roads
- Facebook and Instagram
- KMFM and Heart Kent
- Digivans



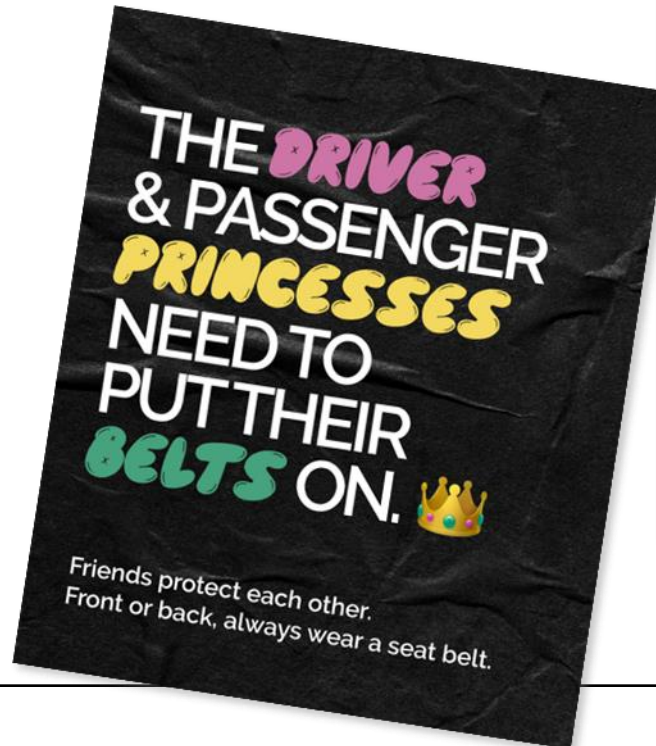
Fatal 4: Mobile Phones

- To increase knowledge, attitudes and intended behaviour towards using a mobile phone whilst driving
- Facebook, Instagram, Snapchat,



Fatal 4: Seatbelts

- To increase knowledge, attitudes and intended behaviour towards wearing a seatbelt as both a driver and passenger
- Facebook, Instagram, 18-24 in Kent (excluding Medway)
- 3 creative executions
- Running in April



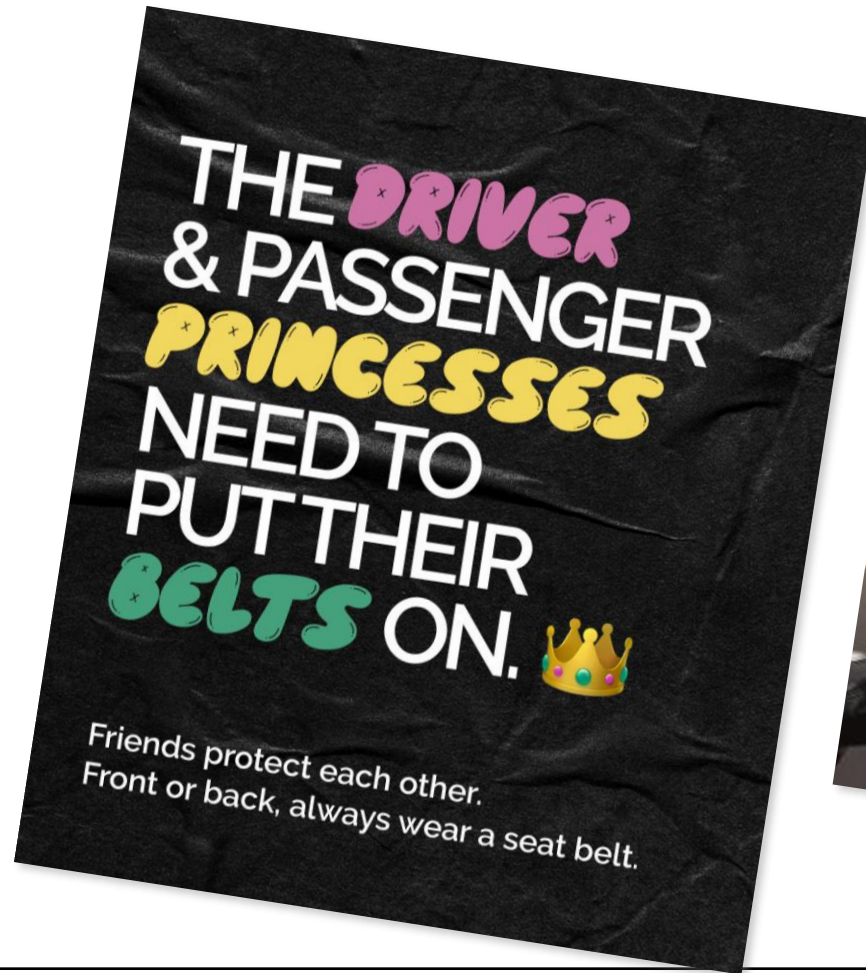
Fatal 4: Drink & Drug Drive

- Partnership campaign
- To highlight how even a small amount of alcohol will affect your reaction times and your ability to drive safely
- Facebook and Instagram



Bespoke campaigns

- Young Driver
- Power 2 Wheeler

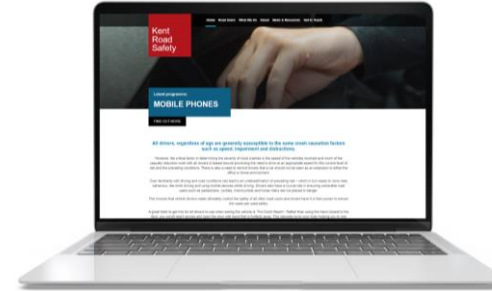


Events



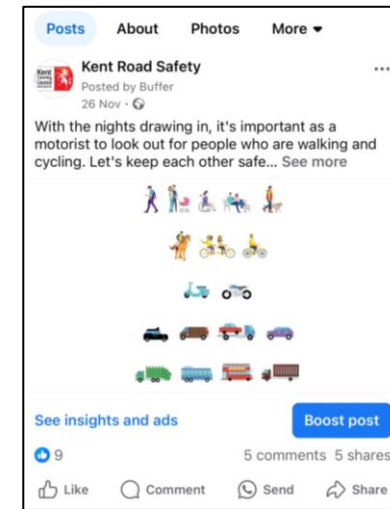
Website

<https://kentroadsafety.info/>



Social

Kent Road Safety



Email

saferroadusers@kent.gov.uk



.....CREATING A
SAFE AND LEGAL
FRAMEWORK FOR
YOUR EMPLOYEES

Driving for work.....



**Kent Fire &
Rescue Service**



VisionZeroKent
Delivering Safer Roads and Streets
visionzerokent.org

KENT & MEDWAY
SAFETY CAMERA PARTNERSHIP 

Driving for work.....

Many businesses have employees that drive for work, or drive to work related appointments, complete a delivery or to attend a job.

What do you as a responsible employer do to protect your drivers and keep them safe?

Do you have an up to date Driving for work policy?

.....is the policy accessible to all your employees?

Is the policy reviewed at least on an annual basis?

Driving for Better Business

What is driving for better Business?

UK Government backed National Highways initiative

To improve awareness of work-related road risk, employers' duty of care and employees' responsibilities

To bring about a radical change in how organisations think about road-related road risk.



Driving for Better Business



Benefits

REDUCE collision repair costs

REDUCE maintenance costs

REDUCE fleet insurance and excess costs

REDUCE third party claims costs

REDUCE fuel use and emissions

REDUCE business mileage claims

REDUCE replacement staff and vehicle costs

REDUCE hidden management and admin costs

Checks you should carry out

Every time you drive you should check:

the windscreen, windows and mirrors are clean

all lights work

the brakes work

Your vehicle's handbook will tell you how often to check the:

engine oil

water level in the radiator or expansion tank

brake fluid level

battery

windscreen and rear window washer bottles - top up with windscreen

washer fluid if necessary

tyres - they must have the correct tread depth and be free of cuts and

defects

The handbook will also tell you when your vehicle needs to be serviced.

Driving for Better Business

Free sign-up

Free resources

YES, IT'S FREE



Driving for Better Business

Free advice on.....

Driver Licence codes and licence checks

Seasonal driving updates

Keeping it safe and legal

Roadworthiness & tyre safety

Van driver tool kit

Yes, it really is FREE!



Tyre safety



Pass – at Inspectors discretion

Tyre safety



Fail – immediate prohibition – 3 points for the driver

Tyre safety



Fail – immediate prohibition – 3 points for the driver

Driving for Better Business

What are your risks?

Gap analysis tool

Access to Driving for work policy builder

How does your fleet compare with others?

Still free!



Driving for Better Business

How do I sign up?

www.drivingforbetterbusiness.com

If your business uses vans, you need to join this award-winning free programme

Visit www.drivingforbetterbusiness.com/kent-medway to learn more



Kent Fire & Rescue Service



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KENT & MEDWAY
SAFETY CAMERA PARTNERSHIP 